

# DEVELOPMENT OF AGROBUSINESS INNOVATION IN ALGERIA « InnovAgro »

## THE AGRITECH BUSINESS OPPORTUNITIES IN ALGERIA

### AgriBot

Interactive virtual assistant for farmers.

**IDEA  
N°15**  


TYPE OF OPPORTUNITY: **Digital technology**

**Mobile application or integration into an existing platform.**

\*Related to other sheets

### CHALLENGE:

Farmers lack access to fast, practical and multilingual advice, which limits their ability to solve problems in real time.

### IMPACT ON THE VALUE CHAIN:

**Upstream :** Optimisation of agricultural practices thanks to immediate and precise responses.

**Downstream :** Reducing costs, optimising production, reducing losses and improving the quality of agricultural products.

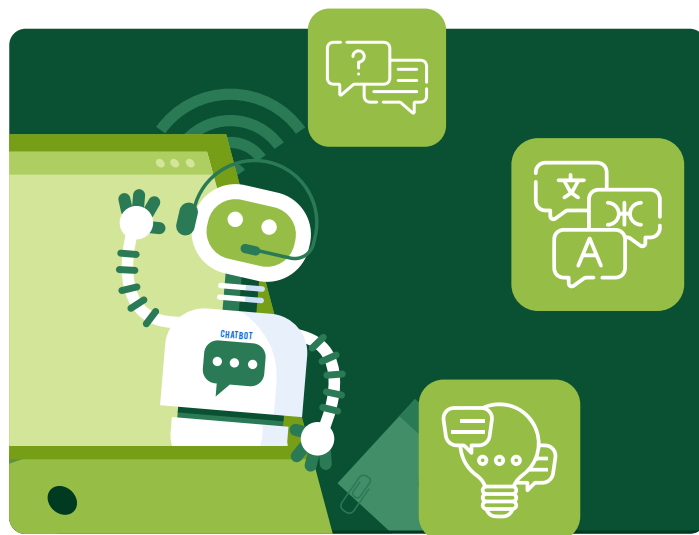
### SOLUTION:

**Create an interactive chatbot that :**

- Answers to frequently asked questions in text, audio or video, even offline.
- Works in several languages, with vocabulary adapted to each region.
- Provides real-time recommendations on a variety of topics (crops, fertilisers, irrigation) and refers to or uses different formats (audio-visual).

### BENEFITS OR EXPECTED IMPACT

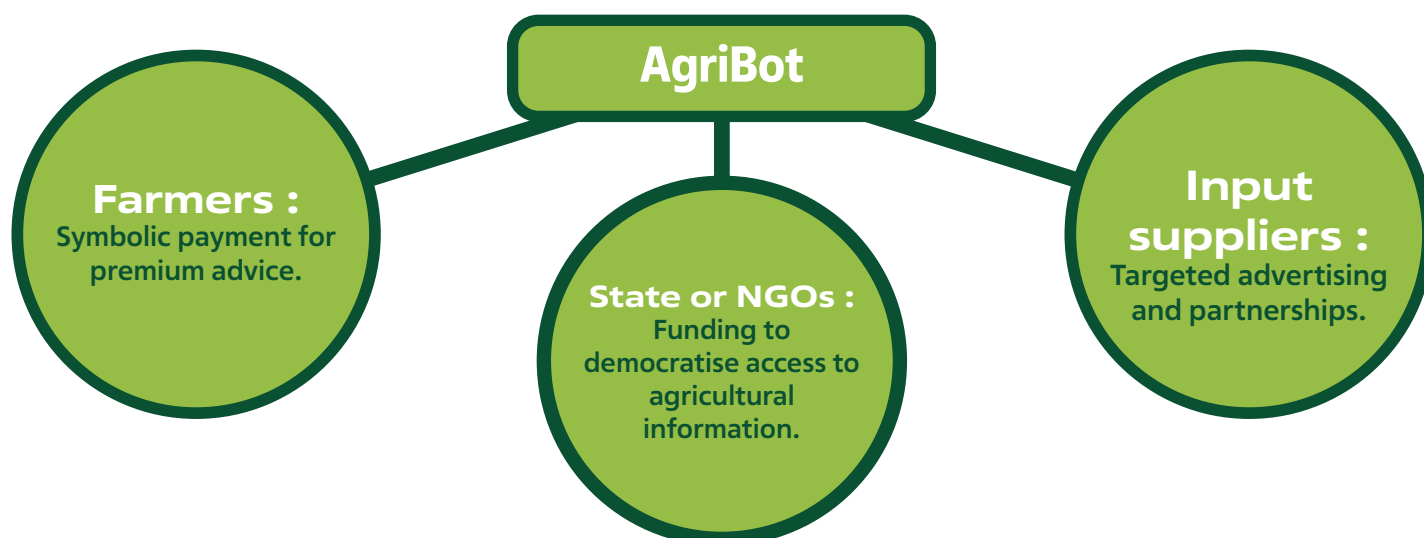
- Universal accessibility: Available on simple devices, even without a constant connection.
- Timesaving: Immediate response to farmers' needs.
- Reinforcing knowledge: conveying information in an adapted and intuitive way.



### SOLUTION COMPONENTS

- Local database: Integration of specific regional issues.
- Artificial intelligence: Continuous improvement through interaction with users.
- Simplified user interface: clear navigation for all levels of expertise.

## WHO WILL PAY FOR THIS SERVICE OR PRODUCT ?



## SUCCESS STORIES

### Farmer.Chat

Developed by Digital Green, Farmer.Chat is an AI-powered multilingual chatbot that acts as a search and content delivery mechanism. It delivers personalised content and allows farmers to query a database for location-specific farming advice, overcoming technological literacy barriers through multimedia input and response.

[CLICK HERE](#)

### Cropin Chatbot

Interactive chatbot for à la carte farming recommendations.

[CLICK HERE](#)



## PROCESS FOR REALISING THE OPPORTUNITY

### PHASE 1:

**Development of the database :** listing farmers' common questions.

### PHASE 2:

**Chatbot programming :** Designing and training a multilingual and intuitive AI.

### PHASE 3:

**Pilot testing :** Launch the application to a restricted group of users.

### PHASE 4:

**Deployment :** Extend the solution to a wide audience with regular updates.

### COMPLEXITY



### LEVEL OF INVESTMENT NEEDED



Here are some opportunities that you might be interested in related to yours – Scan QR code

integrated into

14

complementary goals

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